

# Searching Techniques

Search Engines

# Search Engines

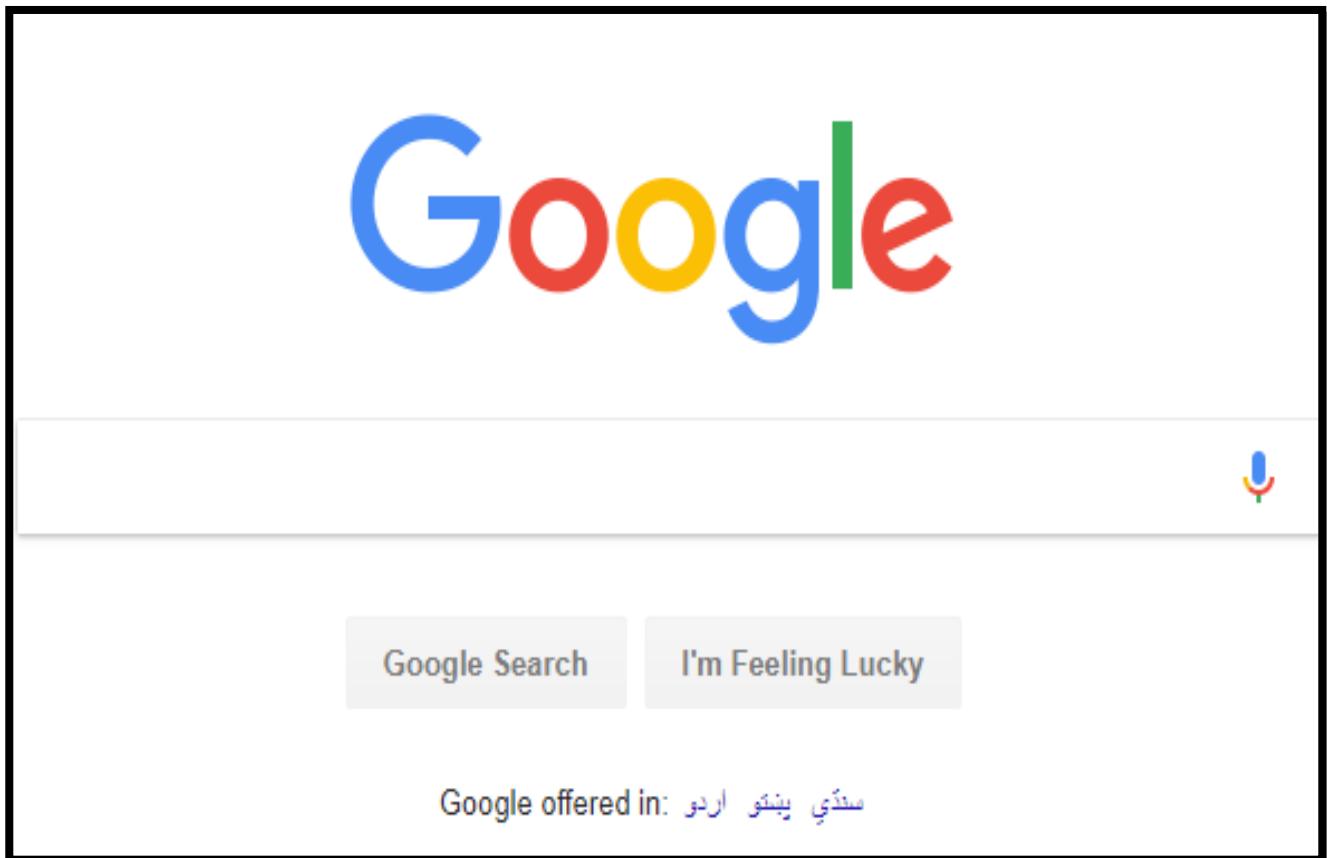
- ✓ Google
- ✓ Bing
- ✓ Yahoo



<http://gs.statcounter.com/search-engine-market-share>

# Google

<https://www.google.com/>



# Query Formulation

Start with simple terms

where's the closest airport

All Images News Videos More Settings Tools

About 206,000,000 results (0.56 seconds)

Rating ▾ Hours ▾ Sort by ▾

**Benazir Bhutto International Airport**  
3.6 ★★★★☆ · (1,330) · International Airport  
10.0 km · Airport Road · (051) 99280300

**Royal Airport Services**  
2.7 ★★★☆☆ · (3) · Airport  
10.1 km

**Landing strip Islamabad airport**  
3.0 ★★★★☆ · (2) · International Airport  
9.4 km · Airport Rd

WEB SITE DIRECTIONS

DIRECTIONS

DIRECTIONS

More places

Closest Airport Search  
[go.travelpn.com/car/PreClosestAirport.do?bxnType=dropoff](http://go.travelpn.com/car/PreClosestAirport.do?bxnType=dropoff)

Search for the closest airport. To find the closest airport, please enter the name of a city. Step 1. Enter city. Step 2. Select state or province: (U.S. or Canada).

# Query Formulation

Specify location

virtual university islamabad

All Images News Videos More Settings Tools

About 1,070,000 results (0.58 seconds)

**Virtual University of Pakistan**  
[www.vu.edu.pk/](http://www.vu.edu.pk/) ▾  
Virtual University of Pakistan. M.A Jinnah Campus, Defence Road, Off Raiwind Road, Lahore. Home. Sitemap. FAQ. Contact Us. 0800-880-88 (Toll Free).

**Academic Programs**  
Computer Science - MIT - Mathematics - MS IN Zoology

**Admission Schedule**  
Admission Schedule. Virtual University of Pakistan offers ...

**Fee Structure**  
The Virtual University of Pakistan holds a Federal Charter, making ...

**Virtual Campuses**  
Punjab - Sindh - Khyber pakhtunkhwa - ...

**Check Admission Eligibility**  
Home Admissions Check Admission Eligibility. Check ...

**Jobs**  
DigiSkills Training Project (Jobs), Mar 25, 2018, 1354.02 kb ...

More results from vu.edu.pk »



Map data ©2018 Google

Hours ▾ Sort by ▾

A Virtual University Campus, Islamabad  
21.1 km · Islamabad · (061) 2356375 ext. 2356376 WEBSITE DIRECTIONS

B Virtual University of Pakistan Islamabad Campus

# Query Formulation

## Spelling

virual university

All Images News Videos More Settings Tools

About 350,000,000 results (0.53 seconds)

Showing results for *virtual* university  
Search instead for virual university

**Virtual University of Pakistan**  
[www.vu.edu.pk/](http://www.vu.edu.pk/) ▾  
0800-880-88 (Toll Free). +92-42-111-880-880, 0304-111-0880. +92-42-99200804, 99202174. © 2015  
Virtual University of Pakistan. © 2015 Virtual University of ...

Academic Programs  
Computer Science - MIT -  
Mathematics - MS IN Zoology

Virtual University of Pakistan  
2011 Virtual University of Pakistan.  
Developed by IT Department ...

Fee Structure  
The Virtual University of Pakistan  
holds a Federal Charter, making ...

Check Admission Eligibility  
Home Admissions Check Admission  
Eligibility. Check ...

Admission Schedule  
Admission Schedule. Virtual  
University of Pakistan offers ...

Lms2.vu.edu.pk.  
Notice Board Important  
Links/Notifications Student Hand ...

 Virtual University



 Virtual University



 2012 OUTSTANDING WEBSITE

[More images](#)

**Virtual University of Pakistan**  
Public university in Pakistan

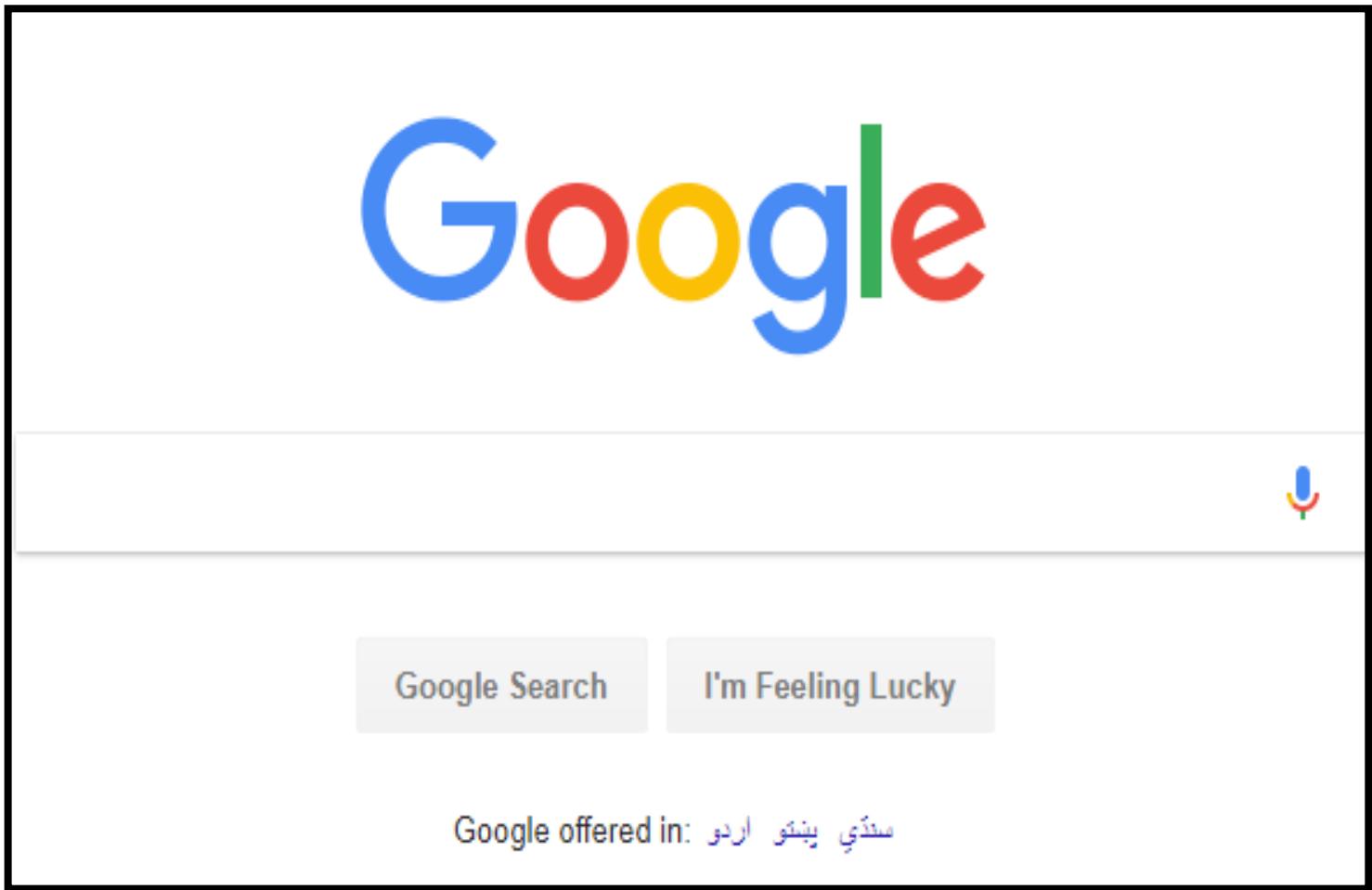
 vu.edu.pk

Virtual University of Pakistan, is a public university located in urban area of Lahore, Punjab, Pakistan. Wikipedia

Affiliation: Higher Education Commission of Pakistan  
Headquarters: Karachi

# Query Formulation

Search using voice:



# Query Formulation

Flip a Coin:

A screenshot of a search results page from a search engine. The query "flip a coin" is entered in the search bar, which also features a microphone and magnifying glass icon. Below the search bar, there are tabs for All, Books, Images, News, Videos, More, Settings, and Tools. The "All" tab is selected. A message indicates "About 205,000,000 results (0.57 seconds)". The main result is a large, bold text "Tails". To the right of the text is a circular icon containing a stylized blue flame or crown-like symbol. At the bottom left is a "Flip it" button with a circular arrow icon. At the bottom right is a "Feedback" link.

# Query Formulation

## Choose Words Carefully

- ✓ Head hurts/headache
- ✓ head virtual university/Rector  
Virtual University
- ✓ Remote Education/Virtual  
education
- ✓ Apple could point to company  
and fruit

# Query Formulation

## Capitalization

✓ COMPUTER SCIENCE  
VS  
computer science

# Summary

- ✓ Search Engines
- ✓ Google searching tips and effective query formulation